

# Involvement of Person with Disabilities (PWD) for Accessibility Tourism: A Case Study in Bukit Belungkor, Johor

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DOI: <https://doi.org/10.30880/ekst.2024.04.01.040>

## Article Info

Received: 27 December 2023

Accepted: 15 June 2024

Available online: 27 July 2024

## Keywords

Tourism, Accessibility, Disabilities, Person with Disabilities (PWD), Physical, Sensory, Inclusive

## Abstract

Abstract: This research addresses the imperative need for inclusivity in tourism by examining accessibility enhancement for individuals with sensory and physical disabilities in Bukit Belungkor, Johor. The methodology comprises a pilot hiking program tailored for individuals with disabilities or PWD (Person with Disabilities), stakeholder engagement and survey using questionnaire for 28 participants from Society of Blind Malaysia (SBM). Results indicate low awareness on participants' knowledge regarding terms related to accessible tourism before the program. However, majority of 61% demonstrated awareness of Bukit Belungkor's accessible features despite not acknowledging the correct term for this tourism, indicating potential influence of experiential programming. Participants' perception of accessible tourism is examined in relation to their age and employment status using one-way ANOVA. The results highlight how crucial it is to modify accessibility programs to meet the requirements of various demographic groups. This study is done due to the lack of knowledge and comprehension of accessible tourism among PWD highlights the need for educational programs to close this knowledge gap. Second, there are challenges in putting accessibility tourism packages into practice in properly implementing these packages and ensuring the needs of tourists with PWD are met. These problem statements highlight the difficulties in implementing inclusive tourism practices, as well as the suggestions and solutions that this study offers. The study's significance lies in its potential to contribute to inclusive and sustainable tourism practices for PWDs. Through the response of PWDs, this research aims to illuminate pathways toward a more inclusive tourism experience in Bukit Belungkor, Johor.

## 1. Introduction

Malaysia is a developing country and its tourism sector plays a crucial role in the socio-economic development of the nation. In 2016, 26.76 million visitors arrived, bringing in a total of MYR 82.1 billion, up 1.73 million visitors and MYR 21.54 billion over the previous five years, according to the Ministry of Tourism and Culture's report on the industry [1]. One of the branches of tourism is accessibility tourism which encompasses a form of tourism and travel activities that make persons with disabilities and non-disabled people accessible to those with "mobility, hearing, visual, cognitive or intellectual and psychosocial disabilities, including the elderly and people with temporary disabilities" [2]. In addition to that, it is a form of tourism that involves collaborative efforts between many interested parties to enable people with a range of disabilities relating to sensory, physical and communication impairments in having their own human rights to experience tourism [3]. In other words, the term "accessibility tourism," is the process of ensuring that tourist attractions, lodging options, and destinations are accessible to all individuals, including those with physical or sensory disabilities. Accessibility tourism sector is developing research. It holds a vast potential and is considered to be an evolving dynamic field of industrial activity and academic research within a changing social environment [4]. Although there is no denying the economic significance of tourism in both developed and developing countries, tourism also acts as a catalyst for social change by advancing sustainability and human rights. Accessibility tourism affirms that human rights, sustainability, and tourism are inextricably linked and that one cannot exist without the other [5]. This research addresses the pressing issues of limited awareness of accessibility tourism among individuals with disabilities, emphasizing the critical need for educational initiatives. Simultaneously, the challenges of inadequate participant feedback on accessibility events pose a distinctive challenge. This challenge extends to the development of a comprehensive tourism package tailored to the needs of individuals with disabilities, necessitating proactive measures to encourage and facilitate participant engagement in shaping accessible tourism settings.

PWD have been identified by the Commonwealth Department of Industry, Tourism and Resources (CDITR) as an emerging market, and Tourism Australia has defined accessible tourism as a niche experience [6]. Meanwhile, UN Convention on the Rights of PWD was adopted in 2006 stated that they must be included in all parts of the society including recreational activities [7]. Besides, two positive outcomes are opportunities in the employment sector for both the disabled individuals and community as well as infrastructure developments [8]. In Australia, the economic contribution of disability to tourism in Australia highlighted the potential economic benefits that can result from effectively accommodating these individuals in tourism activities and destinations [9]. However, the Malaysian tourism has yet to properly established the tourism segment for PWD and the senior citizens. None of the Malaysian travel agencies offer any tour products that cater specifically to these two groups [10]. Despite that, the Malaysian government had included accessible tourism in the new program for the development of the leisure and travel industry for 2020-2050. The document will identify key areas that the country's Ministry of Tourism will provide the most support. Malaysia should become a country where all conditions for recreation of tourists with disabilities are created and access to hotels, attractions, and transport is provided [11]. Furthermore, catering to the needs of these individuals in the tourism sector can lead to economic benefits, including increased tourism spending, expansion of market segments, and overall growth in the tourism industry [12]. Thus, it is a challenge for our country to incorporate the elements of accessibility tourism into our country and prioritizing individuals with sensory and physical disabilities to experience tourism equally as everyone else. Therefore, this research aims to enhance the level of accessibility tourism for individuals with sensory and physical disabilities as well as proposing a comprehensive accessibility improvement for tourists with sensory and physical disabilities in Bukit Belungkor, Johor.

## 2. Materials and Methods

### 2.1 Stakeholder Engagement

In the pursuit of a successful pilot hiking program for individuals with disabilities, meaningful collaboration with diverse stakeholders forms the bedrock of this research. Each stakeholder brings a unique contribution to this initiative. Belungkor Services assumes a vital role as the tour guide, not merely providing navigation but enhancing the overall experience with local insights. Hard Rock Desaru's provision of plants adds an eco-conscious element. Jabatan Perhutanan Negeri Johor's contribution of seed bombs and plants not only enriches the hiking experience but also aligns with sustainability goals. The participation of the Society of Blind Malaysia (SBM) are an integral contributor to the program. Taman Madu Kelulut Bukit Belungkor's workers provide a stingless bee tour adds a sensory and educational layer, enriching the experience for participants and volunteers alike.

### 2.2 Pilot Hiking Programme for Individuals with Disabilities

The pilot hiking program was executed with the purpose of evaluating the effectiveness of guided hiking as an accessibility tourism initiative. Prior to setting off, a comprehensive briefing and demonstration session ensures that volunteers are well-prepared with the knowledge and sensitivity needed to guide individuals with

disabilities. The aim is to guide the SBM members into the peak of Bukit Belungkor and plants seed bombs there and then descent back down with the guide of volunteers and tour guides.

### 2.3 Survey using Questionnaire

Post-hiking, participants engage in a reflective process through a survey of structured questionnaire. The questionnaire consists of three distinct parts. Part A focuses on demographic information, collecting essential details about the participants' age, gender, and background. Part B delves into participants' knowledge of accessibility tourism in Bukit Belungkor, Johor, aiming to gauge their familiarity with existing facilities, infrastructure, and services catering to individuals with sensory and physical disabilities. Part C addresses the preliminary assessment and perception of accessibility tourism in the region, exploring participants' experiences, challenges, and opinions. This multifaceted approach allows for a comprehensive understanding of participants' perspectives on accessibility tourism. At the end of the survey, participants are given the opportunity to provide feedback aimed at enhancing the level of accessibility tourism in Bukit Belungkor, Johor. This feedback mechanism allows participants to share their insights, suggestions, and concerns, providing valuable qualitative data that can inform strategies to improve and tailor accessibility features based on the specific needs and preferences of the target demographic.

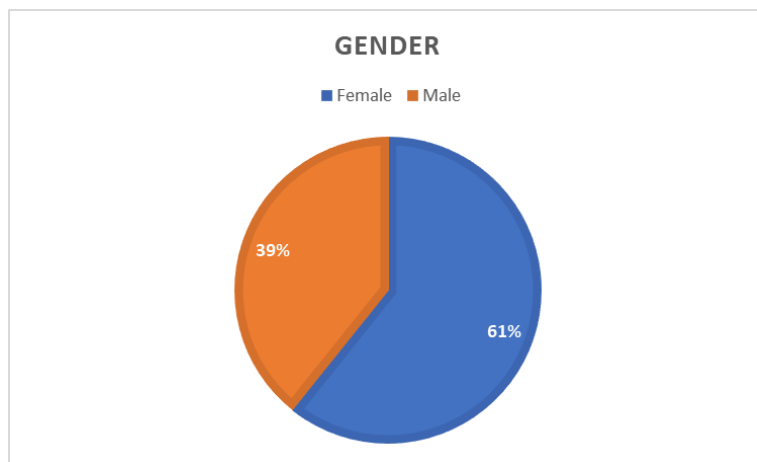
### 2.4 Data Analysis

The data analysis for this research involves a comprehensive approach encompassing both quantitative and qualitative dimensions. Stakeholder engagement data will be analysed thematically to discern key themes and patterns in collaboration experiences. Then, the pilot hiking program with PWD held will be analysed further in the form of a survey through questionnaire. Then, data from the questionnaire regarding demographic and knowledge of respondent on accessibility tourism in Bukit Belungkor, Johor will be analysed using Excel and interpreted in the form of diagrams and charts. Likert scale responses from the survey questionnaire will undergo a 1-way Analysis of Variance (ANOVA) to identify significant patterns in participants' perceptions, while open-ended questions will be qualitatively analysed for detailed insights. This meticulous data analysis aims to derive detailed insights into the effectiveness and impact of the accessibility tourism initiative, contributing valuable knowledge to the broader field.

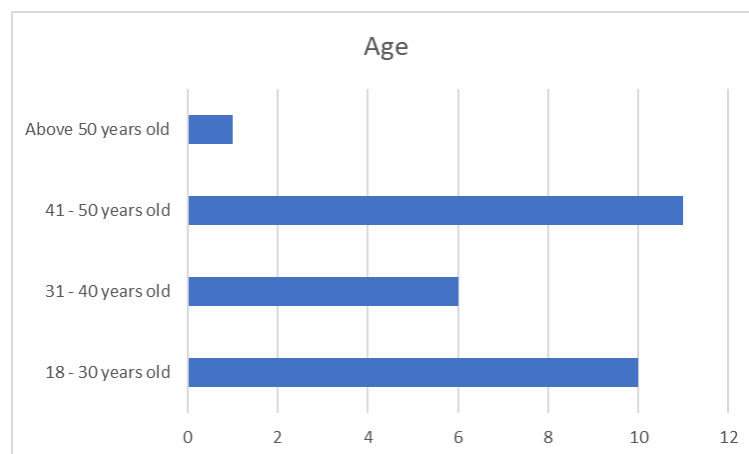
## 3. Results and Discussion

### 3.1 Demographic Background

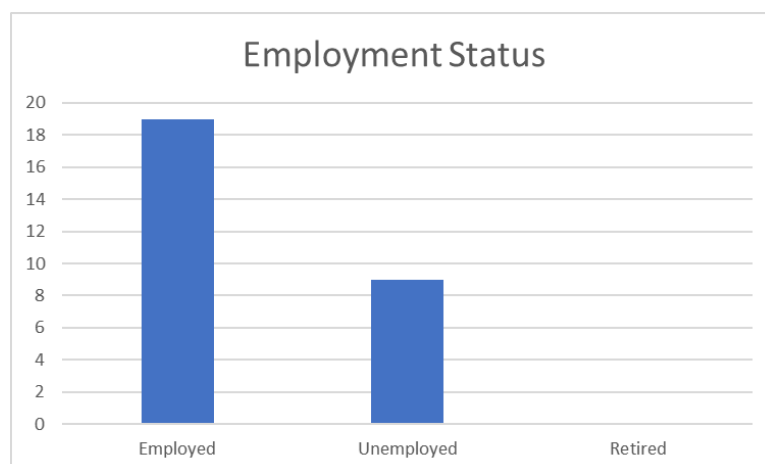
Based on the result, In the demographic analysis of the 28 participants with sensory disabilities, specifically vision impairment in the hiking program, the gender distribution revealed a slightly higher representation of females, constituting 61% of the total participants, while males accounted for 39%. The age distribution showcased diversity among participants, with 10 individuals falling within the 18-30 age group, 6 in the 31-40 range, 11 in the 41-50 category, and 1 participant aged above 50. Employment status varied, with 19 participants employed and 9 unemployed. These demographic insights provide a detail into the diverse composition of individuals and participants from SBM who engaged in the hiking program, reflecting a mix of age groups and employment statuses, contributing to a rich and inclusive participant profile.



**Fig. 1** Gender of the respondents



**Fig. 2** Age of the respondents



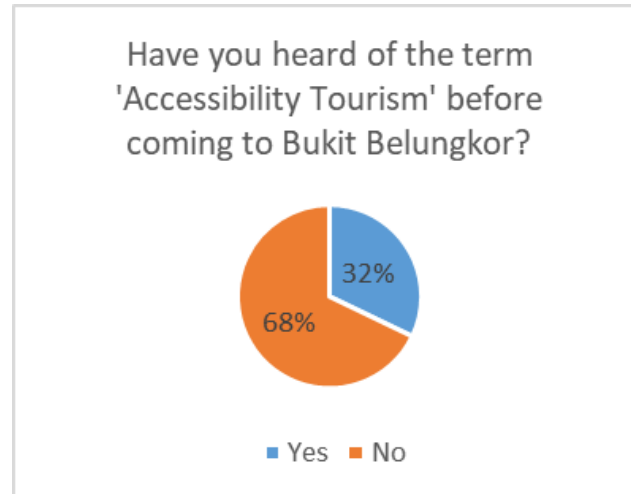
**Fig. 3** Employment status of the respondents

Based on Fig. 2, the age distribution among the program participants reveals a diverse demographic, with the majority falling within the 41-50 age group, constituting 39.3% of respondents. Notably, the 18-30 and 31-40 age groups also represent significant proportions at 35.7% and 21.4%, respectively. However, participants above 50 years old constitute a smaller but still present 3.6% which is only one female respondent with the age of 52, being the oldest among the other participants. This distribution indicates a well-balanced representation across various age brackets, suggesting a broad appeal for the accessibility hiking program among individuals of different age ranges.

Meanwhile, Fig. 3 indicates the employment status distribution underscores a mix of participants, with the majority (67.9%) being employed and a notable proportion (32.1%) being unemployed. Majority of the participants who are employed have their own business that are not formally registered and they work as a masseuse. These individuals will provide massage service to people ad in return, the customer will pick them up from their house and bring them to the customer's house to properly do a massage treatment. Their financial aspect depends on this income from this job too aside from incentives from government. This signifies their willingness to work despite their disabilities. that the accessibility hiking program attracts a diverse range of participants from both employed and unemployed backgrounds, highlighting its inclusive nature. The engagement of both employed and unemployed individuals suggests that the program caters to a broad audience, promoting accessibility tourism as an inclusive activity that transcends employment status.

### 3.2 Knowledge on Accessibility Tourism in Bukit Belungkor, Johor

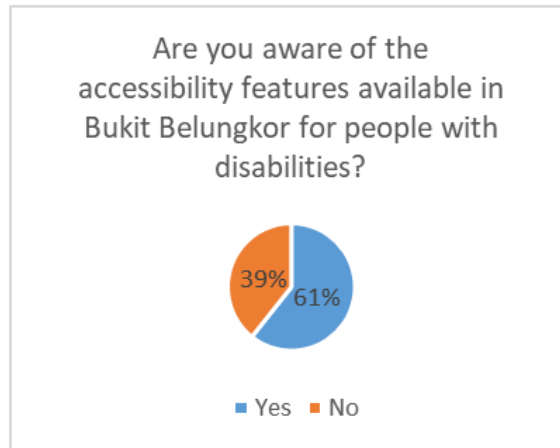
Next, participants' knowledge on accessibility tourism in Bukit Belungkor, Johor, was analysed as it is a crucial aspect that provides insights into the awareness and understanding of the accessibility features and initiatives among individuals with physical and sensory disabilities from (SBM). Understanding participants' baseline knowledge is essential for shaping future accessibility tourism programs and initiatives. It helps in identifying areas where awareness can be enhanced and ensures that the information provided aligns with the participants' needs and expectations. Furthermore, assessing knowledge levels serves as a foundation for developing targeted educational campaigns and materials to raise awareness about accessibility tourism, fostering a more informed and inclusive community in this tourism sector.



**Fig. 4** Participants' data on awareness of the term 'Accessibility Tourism' before coming to Bukit Belungkor

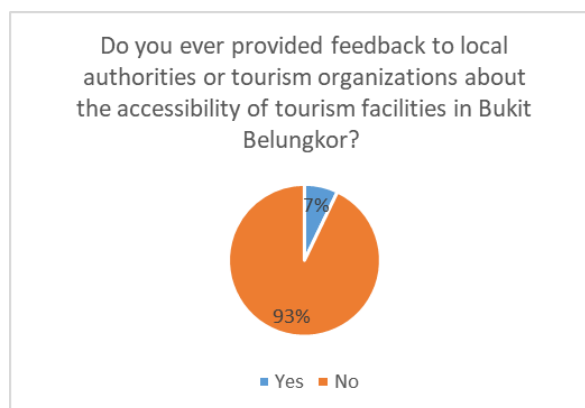
According to Fig. 4, a large majority of participants have never heard of the term 'Accessibility Tourism' before they come and join the program in Bukit Belungkor, Johor. A total of 68% did not heard of term before participating and only 32% have heard of the term and familiar with it. The significant finding that a large majority (68%) of participants had not heard of the term 'Accessibility Tourism' before joining the program in Bukit Belungkor, Johor, highlights a crucial awareness gap in the community. This lack of familiarity may stem from insufficient promotional efforts, limited accessibility-related information dissemination, or a general lack of emphasis on accessibility tourism in the region [13]. To address this issue, it is imperative to implement targeted awareness campaigns through various channels, such as local media, community events, and online platforms. Collaborating with local tourism authorities, community leaders, and disability advocacy groups can amplify the reach of these campaigns. Additionally, incorporating accessibility-related information regarding accessibility related events or programs done to organizations of PWD such as SBM and others while also promoting the accessibility tourism packages in Bukit Belungkor can enhance awareness organically. Incorporating this

accessibility-related information into existing tourism materials and programs can contribute to raising awareness. Agencies such as Tourism Johor and Tourism Malaysia can partake and be in charge of these promotional parts and target wider audience specifically tourists with PWD. Ultimately, bridging this awareness gap is vital for building an inclusive and informed community that actively participates in and supports accessibility tourism initiatives in Bukit Belungkor, Johor.



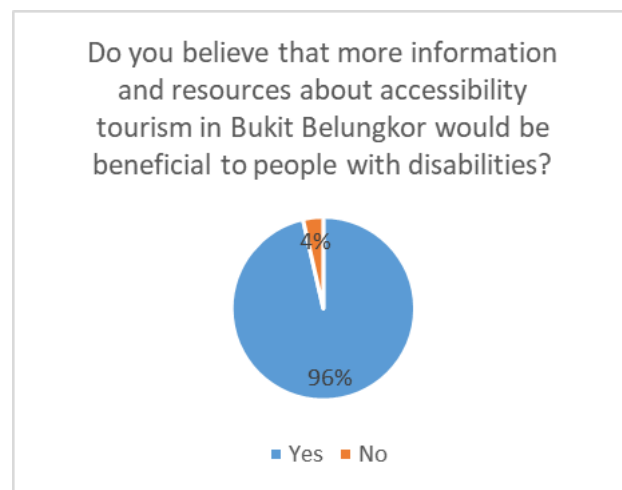
**Fig. 5** Participants' awareness on accessibility features available in Bukit Belungkor

Next, Fig. 5 highlights the participants' awareness on the existence of accessibility features that are available in Bukit Belungkor, Johor. Based on the data, majority of the participants are aware and conscious of the existence of these features in the study site. The positive finding that a majority (61%) of participants are aware of the existence of accessibility features in Bukit Belungkor, Johor, indicates a promising level of consciousness within the community. These accessibility features include a guided walk in a tested tourism package initiative that have been conducted safely before by tour guides from Belungkor Services for members of SBM. Prior to this program, a trial run program was conducted with SBM members in experiencing boat riding and mangrove tour in Pulau Tanjung Surat, Bukit Belungkor, Johor. In other words, the accessibility features refer to the existence of tour guides available in providing a guided walk specifically catering to the needs of PWD. Aside from that, there are no other existing accessibility features such as braille signs at the trek, PWD friendly trek and accommodation in Bukit Belungkor, Johor. This awareness could be attributed to local initiatives and community engagement regarding the accessibility measures in place. It suggests that efforts to promote and highlight these features have had some success. Even though these individuals are not familiar of the term 'Accessibility Tourism' before, they are aware of the accessibility features that exists in Bukit Belungkor from their organization and tourism agencies that contacted with them. To further enhance awareness, continuous and targeted communication strategies can be employed including regularly updating information on accessible events through digital platforms especially to SBM and others. Additionally, integrating accessibility features into guided tours can provide firsthand experiences, reinforcing participants' awareness and understanding on accessibility features are well-known and utilized by tourists with disabilities in Bukit Belungkor.



**Fig. 6** Participants' history of providing feedback on accessibility tourism facilities in Bukit Belungkor

Next, Fig. 6 depicts the result of the participants' history of providing feedback to local authorities or tourism organizations about the accessibility of tourism facilities in Bukit Belungkor, Johor. The data shown that 93% of the participants have not provided feedback and only a small minority of 7% people does. The notable finding that 93% of participants have not provided feedback on the accessibility of tourism facilities in Bukit Belungkor suggests a potential gap in the feedback loop between the community and local authorities or tourism organizations. To address this, it is crucial to implement proactive measures to encourage and facilitate participant feedback. This can include establishing user-friendly feedback channels, such as online surveys, suggestion boxes, or dedicated contact points for accessibility-related concerns. Moreover, fostering a culture of inclusivity and collaboration through community events, workshops, or forums can empower individuals to actively participate in shaping the accessibility landscape of Bukit Belungkor, Johor. Building transparent and responsive communication channels between local authorities and the community will be essential in fostering a sense of agency among participants and ensuring that their feedback contributes to meaningful improvements in tourism accessibility.



**Fig. 7** Participants' perception on whether or not more resources on accessibility tourism will be beneficial to PWD

Fig. 7 depicts the last question for Part B of the questionnaire asked on Participants' perception on whether or not more resources on accessibility tourism will be beneficial to PWD. Only a minor percentage of them (4%) did not believe that more information and resources on accessibility tourism in Bukit Belungkor will be beneficial to PWD and the rest of 96% believe it will. The exceedingly positive reaction, with 96% of participants believing that increased tools and information would have a positive influence on accessible tourism in Bukit Belungkor for people with disabilities, indicates that the community has a positive opinion of the initiative. This suggests that there is a general understanding of the benefits and potential enhancements that greater accessibility resources can provide for those with disabilities. Targeted awareness initiatives that highlight accessible tourism's benefits and success stories are crucial in addressing issue. Remarks from people with impairments who have profited from improved Bukit Belungkor accessibility features might be powerful stories to sway opinions. Furthermore, educational seminars or workshops can be held to clear up any misunderstandings and provide tangible examples of the advantages of accessible programs, which will help to modify community perceptions. Moreover, producing interesting and easily readable educational materials—like pamphlets, films, or web content—can efficiently expand one's audience and communicate the benefits of accessible travel.

### 3.3 Preliminary Assessment and Perception on Accessibility Tourism in Bukit Belungkor, Johor

The analysis for this part focused on the preliminary assessment and perception of accessibility tourism in Bukit Belungkor, Johor, is crucial for discerning patterns and variations in participants' viewpoints. By employing a 1-way ANOVA to explore the relationships between age and perception, as well as employment status and perception, the study aims to uncover potential influences on individuals' perspectives. Understanding how different age groups or employment statuses may impact perceptions is essential for tailoring accessibility tourism initiatives effectively. These insights can guide the development of targeted strategies to enhance accessibility experiences for diverse demographic segments, ensuring that initiatives are inclusive and aligned with the specific needs and preferences of participants.

**Table 1** *Statistics of Preliminary Assessment and Perception on Accessibility Tourism in Bukit Belungkor, Johor*

An example of a column heading	N	Minimum	Maximum	Mean	Std. Deviation
I understand the concept of Accessibility Tourism and what encompass in it.	28	1	5	4.32	.819
I believe that Accessibility Tourism is necessary for individuals with disabilities to enjoy tourism.	28	4	5	4.57	.504
I believe that Accessibility Tourism can improve the quality of life for individual with disabilities.	28	1	5	4.21	.833
Accessibility Tourism can attract both local and domestic tourists.	28	1	5	4.04	.838
Accessibility Tourism can promote cultural diversity and inclusivity.	28	1	5	4.36	.826
Accessibility Tourism can positively impact the physical and mental well-being of individuals with disabilities.	28	1	5	4.57	.836
Accessibility Tourism can provide job opportunities for individuals with disabilities.	28	1	4	3.79	.630
I believe the awareness on Accessibility Tourism is sufficient in Bukit Belungkor.	28	1	4	3.36	.989
I believe that Accessibility Tourism level should be enhanced in Bukit Belungkor, Johor.	28	1	5	4.75	.799
Accessibility Tourism packages in Bukit Belungkor is ready to be implemented.	28	1	4	3.89	.567

### 3.3.1 Relationship between Age and Perception on Accessibility Tourism in Bukit Belungkor, Johor

**Table 2** Descriptive Analysis of Age and Perception

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 30 years old	10	4.0900	1.00383	.31744	3.3719	4.8081	1.30	4.70
31 - 40 years old	6	4.2833	.17224	.07032	4.1026	4.4641	4.10	4.60
41 - 50 years old	9	4.1889	.23688	.07896	4.0068	4.3710	3.80	4.60
Above 50 years old	3	4.3000	.17321	.10000	3.8697	4.7303	4.10	4.40
Total	28	4.1857	.60597	.11452	3.9507	4.4207	1.30	4.70

**Table 3** ANOVA of Relationship between Age and Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.188	3	.063	.155	.926
Within Groups	9.726	24	.405		
Total	9.914	27			

Anova was run to examine the differences mean score of perception across the ages. From the analysis above, it can be concluded that there is no statistically significant difference in perception scores among different age groups, as indicated by the one-way ANOVA results ( $F(3,24) = 0.155, p = .926$ ). The mean perception scores and standard deviations for participants in the 18-30 years old group ( $M = 4.0900, SD = 1.00383$ ), 31-40 years old group ( $M = 4.2833, SD = 0.17224$ ), 41-50 years old group ( $M = 4.1889, SD = 0.23688$ ), and above 50 years old group ( $M = 4.3000, SD = 0.17321$ ) suggest a consistent pattern of perception across age categories.

This result is supported by a study that stated age of the behavioural willingness of senior tourists is not perceived value to have significant impact on their behaviour and perception towards inclusion and accessible tourism [14]. Thus, the findings from both the study and the ANOVA results collectively suggest that, in the context of accessibility tourism in Bukit Belungkor, the enhancement efforts should prioritize inclusivity for individuals of all age groups. The lack of a significant age-related impact implies that the perception and willingness to engage in accessible tourism are not substantially influenced by age in this setting. Therefore, targeting specific age groups may not be as critical as adopting a comprehensive approach that values accessibility for everyone, regardless of age. This reflects the importance of enhancing the accessibility tourism in Bukit Belungkor to be inclusive to all age groups and attract wider audience rather than just focusing on a certain age group. Additionally, advancements in accessibility infrastructure and increased efforts in promoting inclusive practices might contribute to a more positive and accommodating environment, diminishing the perceived influence of age on behavioural willingness in accessible tourism. Instead, psychological perception, perceived behavioural control and perceived social intention have a significant positive impact on the tourism intention behaviour of people with vision impairment.

In conclusion, the age of participants does not appear to have a significant impact on their perception scores and showed a consistent perception across different ages. The analysis of participants' perceptions in the preliminary assessment reveals a positive inclination towards accessibility tourism in Bukit Belungkor, Johor. Most participants, irrespective of age and employment status, demonstrate a favourable perception. This suggests a promising foundation for the development and promotion of accessibility tourism initiatives. To further enhance this positive trend, proactive measures could include targeted awareness campaigns, engaging local communities, and collaborating with stakeholders to amplify the benefits of accessibility tourism. Continuous efforts in

promoting inclusivity and addressing potential concerns can contribute to a more universally accessible and welcoming tourism environment in Bukit Belungkor, ensuring a positive and enriching experience for individuals of all backgrounds and abilities.

### 3.3.2 Relationship between Employment Status and Perception on Accessibility Tourism in Bukit Belungkor, Johor

**Table 4** Descriptive Analysis of Employment Status and Perception

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 30 years old	8	4.2625	.27742	.09808	4.0306	4.4944	3.80	4.60
31 - 40 years old	18	4.1278	.73469	.17317	3.7624	4.4931	1.30	4.70
41 - 50 years old	2	4.4000	.00000	.00000	4.4000	4.4000	4.40	4.40
Above 50 years old	28	4.1857	.60597	.11452	3.9507	4.4207	1.30	4.70

**Table 5** ANOVA of Relationship between Employment Status and Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.199	2	.100	.257	.776
Within Groups	9.715	25	.389		
Total	9.914	27			

Anova was run to examine the differences mean score of perception across the employment status among the respondents. The analysis showed that there is no statistically significant difference in perception scores among different employment statuses, as indicated by the one-way ANOVA results ( $F(2,25) = 0.257, p = .776$ ). The mean perception scores and standard deviations for participants in the Unemployed group ( $M = 4.2625, SD = 0.27742$ ), Employed group ( $M = 4.1278, SD = 0.73469$ ), and Retired group ( $M = 4.4000, SD = 0.00000$ ) suggest a consistent pattern of perception across employment categories.

In terms of age and employment and their relationship with tourists with disabilities' perception on accessibility tourism, numerous studies had use age as the only segmentation factor associate package tours with people who are older. However, some of this research has demonstrated that there are other characteristics, such as gender, income, employment status, and type of partner, that also explain this behaviour in addition to age [15]. This result indicates that employment status of participants does not hold a significant impact over the perception on accessibility tourism Thus, tailoring accessibility tourism packages to suit diverse preferences across age groups and employment statuses could offer a more inclusive and targeted approach. Hence, stakeholders and tourism operators should provide a reasonable tour packages for PWD that cater with their needs across all ages and employment status. Ultimately, acknowledging the intricate interplay of demographic factors emphasizes the need for nuanced and tailored strategies to effectively promote accessibility tourism in Bukit Belungkor, Johor.

### 3.4 Proposed Tourism Package for Accessibility Tourism

After analysing the level of awareness and perception of these individuals, a tourism package can be established based on their perception on accessibility tourism by considering their age and employment status. Introducing a new tourism package specifically designed for individuals with physical and sensory disabilities is a commendable initiative. This package should offer a diverse range of activities, ensuring safety through professional tour guide guidance. To enhance inclusivity, a volunteer program can be established, allowing individuals to participate as tour guides for people with disabilities. Volunteers would not only contribute to creating an inclusive environment but also gain valuable experience. To incentivize participation, a Continuous Tourism Related Education (CTRE)

certificate can be awarded, recognizing their commitment and providing a tangible benefit for their involvement. This recommendation aligns with the aim of promoting accessibility tourism while fostering community engagement and education.

**SELAMAT DATANG**  
TMN KELULUT BUKIT BELUNGKOR

# ACCESSIBILITY TOURISM

(SPECIAL GUIDED TOUR FOR BLIND)

**AKTIVITI**

- Perkongsian ilmu berkaitan lebah kelulut
- Aktiviti penanaman pokok makanan lebah kelulut
- Sukarelawan berpeluang untuk menimba pengalaman:
  1. Mengiringi peserta kurang upaya untuk mengenali lebah kelulut melalui deria rasa, sentuhan dan pendengaran
  2. Mengiringi peserta mendaki Bukit Belungkor

**SUKARELAWAN DIPERLUKAN**

MENJADI PENGIRING KEPADA PESERTA KURANG UPAYA PENGLIHATAN

**RM50/ SUKARELA WAN**

**DENGAN KERJASAMA**

010-703 2156  
www.blerong.com

UTHM  
KAMPUS BELUKAN-AJUR BELUKOR

**Fig. 8** Proposed Tourism package for Accessibility Tourism

The proposed tourism package above focused on guided hiking activity involving PWD and assisted by volunteers that will register. This package was crafted based on feedback from previous PWD program participants, aims to provide a unique and inclusive experience for PWD. Priced at RM RM 50 per volunteers, the package is open to both PWD and volunteers, the latter paying for the opportunity to gain valuable experience as tour guides for PWD. The PWD involved does not have to pay the fees for this package as this tourism package aims to educate the volunteers that are non - PWD to be aware of accessibility tourism as a community. With a limit of 12 PWD participants and 12 volunteers, the program ensures a manageable group size for enhanced support and interaction. The chosen location, Bukit Belungkor is particularly conducive for PWD participants to engage with nature, even if they cannot visually appreciate it fully. The inclusion of hiking not only promotes physical activity but also provides a sensory-rich experience, aligning with the principles of accessibility tourism.

#### 4. Conclusion

In conclusion, the data analysis has unveiled critical insights into the state of accessibility tourism in Bukit Belungkor, Johor. The survey indicates a notable lack of awareness among participants regarding accessibility tourism, emphasizing the need for targeted awareness campaigns. To address this, implementing digital and offline promotional initiatives, in collaboration with local authorities and tourism organizations, is essential to enhance accessibility tourism in Bukit Belungkor. Furthermore, participants' limited engagement in providing feedback signifies an opportunity for improvement. Establishing a user-friendly feedback system and fostering stakeholder collaboration can enhance the continuous development of accessibility features. The overwhelmingly

positive perception of the benefits of more information and resources on accessibility tourism suggests a willingness to embrace inclusive practices. Leveraging this, developing comprehensive accessibility tourism packages and enhancing informational resources can contribute significantly. The proposed tourism package, developed based on participant feedback, introduces a novel approach to inclusivity by involving volunteers as tour guides for PWD. This not only addresses identified challenges but also creates a unique and meaningful experience for both PWD participants and volunteers. In summary, the study aims to enhance the accessibility tourism in Bukit Belungkor by proposing a comprehensive accessibility improvement to involve PWD in this sector of tourism in Bukit Belungkor, Johor. The results and discussions provide a foundation for recommendations, emphasizing the need for targeted awareness campaigns, robust feedback mechanisms, and innovative inclusivity measures, as exemplified by the proposed tourism package. By connecting these elements, the study contributes to the ongoing dialogue on enhancing accessibility tourism, ensuring a more inclusive tourism for all age groups and employment status for PWD tourists in Bukit Belungkor, Johor. In essence, a strategic approach involving awareness building, stakeholder collaboration, and continuous improvement efforts is crucial for advancing accessibility tourism in Bukit Belungkor, Johor.

## Acknowledgement

I would like to express my sincere gratitude to everyone who contributed to the completion of this thesis. First and foremost, I extend my heartfelt appreciation to my supervisor, Dr Aqilah Awg Abdul Rahman, for her valuable guidance, unwavering support, and insightful feedback throughout the entire research process.

Special thanks also go to Belungkor Services and CO & Wan Enterprise for providing resources and facilities essential for the successful execution of this research. The collaboration with various stakeholders and partners has been instrumental in shaping the outcomes of this study.

Next, I would like to give my biggest and utmost appreciation and gratitude to my parents, for without their encouragement and advice, this study would not be able to complete this far. Besides, I would like to acknowledge the support from my friends and family, especially both of my sisters who helped throughout the process in executing this research with their advice and guidance alongside me. Next, gratitude to my best friend Nisa whose encouragement and understanding have been a constant source of motivation. To add to it, a big thank you to Mr Omar, who provide reassurance and shows an immense trust in me to complete this research until the very end. May this research be beneficial and impactful to the tourism industry and able to achieve its objectives further in the future. Aamiin.

## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

*The authors confirm contribution to the paper as follows: **study conception and design, data collection, methodology, analysis and interpretation of results:** Khalis Sharhana Zulkipli, Aqilah Awg Abd Rahman and Mohd Effendy Yusof. All authors reviewed the results and approved the final version of the manuscript.*

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